

# **CALIFORNIA CHILDREN AND FAMILIES COMMISSION**

## **JULY 2002 COMMISSION MEETING**

### **SACRAMENTO, CA**

**July 18, 2002**

### **HIGHLIGHTS**

#### **Agenda Item 1 – Call to Order**

The monthly meeting of the California Children and Families Commission was called to order at 9:25 a.m.

#### **Agenda Item 2 – Roll Call**

Commissioners in attendance: Chair Rob Reiner, Vice Chair Kim Belshé, Elizabeth Rice Grossman, Karen Hill-Scott, Lou Vismara, and Ex-Officio Member Genie Chough.

#### **Agenda Item 3 – Approval of Minutes – June 20, 2002**

Minutes from the June 20, 2002 Commission meeting were approved with some minor edits. The final minutes have been posted on the State Commission's website ([www.ccfc.ca.gov](http://www.ccfc.ca.gov)) for review.

#### **Agenda Item 4 – Chairman's Report – Rob Reiner**

In his Chairman's Report, Chair Reiner reported on LA Commission's funding of universal health care for children in LA County. He announced that:

- LA County Commission made an historic vote to fund universal health care for all children 0-5 up to 300% of the federal poverty level including undocumented children.
- The LA Commission voted unanimously to place \$100 million in a trust fund for the initiative and is working toward a January 1, 2003 implementation date.
- This vote would not have happened without the leadership of County Supervisor and Commission Chair Zed Yaroslofsky and the Commission's Executive Director, Evie Martinez.
- The passage of this Initiative provides tremendous momentum for a Pre-K initiative.
- LA joins Santa Clara, San Mateo, San Francisco and Riverside that have also led the way in implementing universal health care for children under 5.

Chairman Reiner reported LA County's commitment to early childhood facilities. He announced that the LA Unified School District Board voted to dedicate \$80 million of its November School bond Ballot Initiative to early childhood facilities, stating that much of the reason the Board has dedicated such a large portion to early childhood is because the leadership LA Commission has shown on Universal Pre-K.

Chairman Reiner disclosed his schedule and the likelihood of him not being at some upcoming Commission meetings in the fall.

Chairman Reiner presented to Jovanna Gonsalves, Executive Fellow, a framed letter commending her on the excellent work she has provided to the Commission.

#### **Agenda Item 4 – Executive Director's Report – Jane I. Henderson, Ph.D.**

Executive Director Henderson reported on:

- The prior month's meeting of the Advisory Committee on Diversity that focused its attention on these major items:
  - The Language and Cultural Adaptation of the Kit for New Parents, in which the Committee concurred with moving forward with the adaptation and production of the Kits into three additional languages—Chinese, Korean and Vietnamese.
  - The Implementation Plan for the Principles on Equity, emphasizing interest in ensuring that the Equity Principles are utilized in a more structured and systematic way so that all young children in California benefit from Prop 10 programs. Efforts in achieving this goal resulted in the implementation of a workgroup, headed by Commissioner Sandra Gutierrez, that has the task of developing a plan that will serve as a helpful and useful guide for Commission staff in integrating the Equity Principles into their work of setting policies and procedures, developing programs, and conducting research and evaluation.
- Executive Director Henderson provided an update on Technical Assistance.
  - The California Children and Families Association (CCAFA) Technical Assistance Subcommittee and CCFC staff have been discussing potential next steps for providing technical assistance for county commissions and their partners/providers.
  - Numerous components are in various stages of development or consideration. They include CCFC activities such as:

- Our fourth Statewide Conference of County Commissions, entitled “Fabulous Fours,” will be April 23-25, 2003 at the Hyatt Regency - Orange County).
    - Technical assistance in support of the School Readiness Initiative, the Principles on Equity, and the CCFC focus areas.
  - Dr. Henderson added that the county commissions fund technical assistance to support their grantees and the county commissions continue to receive support from the Technical Assistance Service Center through funding from the David and Lucile Packard Foundation.
  - As one component of the broader multi-component technical assistance package, the county commission representatives recommended that CCFC consider allocating funds to county commissions on a regional basis to design and obtain technical assistance to meet local needs.
  - The county commissions indicated that this method of funding technical assistance would give the regions more flexibility in acquiring services to meet emerging or shifting needs in a timely manner and promote networking to share promising practices.
  - While regions would be designated for purposes of allocation and planning, the counties would have flexibility in organizing for specific technical assistance activities based on geography, county characteristics (e.g., rural, urban), strategic plan emphasis areas, or other factors.
  - Dr. Henderson reported that during the summer, CCAFA will:
    - Define the regions
    - Designate the fiscal/administrative lead county in each region
    - Determine the allocation formula for dividing potential CCFC funding among regions
  - CCFC will develop criteria for TA activities approved for funding and design the allocation and reporting mechanisms.
  - To expedite the delivery of TA to counties, the goal will be to complete a funding proposal for regional TA for discussion at the CCFC meeting on September 19, 2002. The other components of a broader TA system will be presented to the State Commission as they are developed in collaboration with county commissions.
  - Dr. Henderson provided an update on Regional Evaluation Meetings. She announced that SRI International and CCFC are holding a series of regional meetings during the month of July as an opportunity for all counties to become familiar with and provide input to the statewide data collection and evaluation process. This is the first step in finalizing the evaluation work plan and making some key decisions about the final evaluation process. County teams are able to meet and interact with the staff from SRI, SRI's subcontractors, and the TA coaches assigned to their counties. The format of the meetings consists of a presentation by SRI and CS&O, Q & A's, small group discussions and the discussion of ideas/suggestions from counties.
- Dr. Henderson announced the following dates and locations for these regional meetings

- July 9 in Redding
- July 16 in Sacramento
- July 23 in Fresno
- July 25 in San Francisco
- July 30 in San Diego
- In addition, two meetings (July 29 in San Diego and August 6 in Sacramento) will be held to specifically address the School Readiness Evaluation process and all SR counties are encouraged to send teams.

### **Agenda Item 6 – California Children and Families Association Report**

Sherry Novick, Executive Director of the California Children and Families Association (CCAFA), reported on topics discussed at the July 17 meeting of the county commissions including the state budget, its proposed 63 cent tobacco tax increase, and non-supplantation policies to protect Prop 10 funds from being used to backfill programs previously funded with local or General Funds. The proposed tobacco tax is expected to decrease consumption and increase tax evasion; the full impact is not known. A discussion ensued about the importance of Prop 10 funding, creating public will for what Prop 10 programs do, and building the infrastructure for important programs that Prop 10 can jump start, but cannot sustain over the long term, since revenues are expected to decline over time with decreased tobacco consumption.

### **Agenda Item 7 – Meeting Calendar for 2003**

The Commission approved a meeting calendar for 2003, including locations for State Commission meetings. The approved meeting calendar can be viewed on the CCFC website under “State Commission – meetings.”

### **Agenda Item 8 – School Readiness Initiative (SRI): Year in Review (Part 1 of 2)**

The first year of the School Readiness Initiative was celebrated by providing the Commission with an overview of the design and development process, as well as the accomplishments of the School Readiness Initiative. The design process for SR Programs was assisted by the work of the Governor’s SR Task Force and the SR Advisory Committee. The CCFC SR Planning Group developed the SR RFF and included representation from county commissions (Commissioners and Executive Directors); Advisory Committee on Diversity; Foundations, TASC, and CCFC. Special thanks are extended to Orange County, Los Angeles County, Kern County, Santa Clara County, Contra Costa County, Alameda County, Santa Barbara County, Yuba County, Solano County, San Diego County, Kings County, and Monterey County for their contributions.

The accomplishments of the SR Initiative include: a CCFC and County Commission partnership that provides \$413 million in School Readiness Funds for the four-year launch period; all 58 county commissions and partners are invited to participate; and to date, 67 SR

Programs are ‘in process’ (representing 26 counties). In the program area, accomplishments include: development of a ‘Discussion Paper’ (March 2001) outlining purpose, research, and design; the SR-RFF released August 2001 and revised March 2002, integrating SR and Equity Principles; and peer reviews for statewide consistency (November 2001, February and June 2002) that built on extensive county commission review. In public education, accomplishments include: SR edition of ‘Building Blocks’ newsletter; presentations at several statewide conferences; plans for SR in media, public relations, and CBO Programs; and the adoption of ‘First 5 California’ as the SR identity. In evaluation, accomplishments include: the contract with SRI; five regional evaluation meetings; and two SR evaluation meetings in July and August. In technical assistance, accomplishments include: resources from CCFC (initial information meetings; ongoing conference calls; Statewide Conference; consultation and presentations); UCLA Interagency Agreement (ToolKits, Listserv, Regional Meetings, Consultation); TASC; and County Partners. The challenges include: huge start-up efforts, especially coordination across 5 Essential and Coordinated Elements; implementation of Equity Principles; family engagement; disseminating ‘how to’ information and promising practices; and coordination of program, evaluation, technical assistance, and media efforts.

School Readiness involves many partners, and there is a continuous need to coordinate efforts and build SR Programs. At the September 2002 meeting, county commission representatives will focus on presentations describing the accomplishments and challenges of developing local School Readiness Programs.

#### **Agenda Item 9 – School Readiness Component of the Master Plan for Public Education**

Jane Henderson presented some background on the item, including alternatives for action that the Commission might ultimately take regarding various recommendations on the school readiness component of the Legislature Master Plan for Public Education. The alternatives include funding programs and/or partnering with other agencies, conducting research, sponsoring legislation, and conducting public education and media campaigns. Judy Stucki then gave an update of the draft Master Plan for Education, including components from the School Readiness Report. Most of the School Readiness recommendations are in the draft MP in some form, and the first three recommendations in the MP are from the School Readiness Report. Those are 1) Preventive health screenings and assessments; 2) Neighborhood based School Readiness Centers that give families access to essential services to meet young children's developmental needs; and 3) Voluntary access to formal preschool programs. Commissioner Karen Hill-Scott then led the Commissioners through a matrix of the School Readiness recommendations, highlighting the ones that she suggests the Commission treat as priority. The Commission asked staff to return with additional criteria for prioritization.

## **Agenda Item 10 – Legislation**

**SB 1661** – The Commission voted to co-sponsor SB 1661 (Kuehl), a bill already “supported” by the Commission that would establish a family temporary disability insurance program to provide up to 12 weeks of paid leave to employees who take time off work to care for a sick or injured family member, or the birth, adoption, or foster care placement of a new child, including time for a parent to “bond” with a new child. With the co-sponsorship approval, the Commission directed staff to actively engage in negotiations that are underway to ensure SB 1661 is consistent with the goals of the Commission.

**AB 1666** – The Commission was presented with information and then provided direction to staff on AB 1666 (Horton), a budget trailer bill that would create a new tobacco licensing program for tobacco manufacturers, distributors, wholesalers, importers, and retailers, with the intent of addressing tobacco smuggling and black market cigarettes. As written, AB 1666 could have a fiscal impact to Prop 10 of several million dollars annually (Prop 99 would also be impacted), since Prop 10 and 99 funds could be used to reimburse the Board of Equalization for its administrative and enforcement costs of the licensing program. The licensing fees that tobacco manufacturers, etc. would be required to pay are for the most part “one-time” in nature, and although the goal would be for the program to be self-funded with the fees, it is not likely to remain fee-funded beyond the short-term. Because AB 1666 is a budget trailer bill, it will not have public hearings to discuss the policy or fiscal implications of the bill. However, amendments to the bill (or a clean up bill to follow it) are being negotiated and are changing quickly in an effort to keep the bill with the budget and the other trailer bills. To allow CCFC to weigh in, the Commission authorized staff to:

- 1) Authorize staff to get involved in negotiations of amendments to AB 1666, or whatever bill ultimately moves forward. Since language is changing quickly and negotiations are ongoing, authorized staff to negotiate within some or all of the following parameters:
  - i. Current Prop. 10 revenues cannot be tapped for the new functions of the licensing program. That is, only Prop. 10 revenues generated as a result of the new activities can be used to fund the new activities.
  - ii. Any funding formula should take only a proportional percentage – that is, Prop. 10 should fund only 36 percent of the BOE activities (with Prop. 99 having a smaller percentage, and the General Fund having a larger share).
  - iii. Insist on “intent” language, at the least, that the new enforcement activities should generate more than enough new revenues to pay for themselves (calculated/confirmed through an audit).
- 2) Authorize staff to oppose, or secure more favorable amendments to, any bill that may materialize during the remainder of the legislative session that does not provide anti-preemption of local laws.

- 3) Authorize staff to oppose any bill for which the fiscal impact to Prop. 10 is uncertain or clearly negative.

### **Agenda Item 11 – Public Education Campaign**

The Commission viewed the newest TV spots and billboards developed for the First 5 California media campaign. By promoting the Kit for New Parents in the spots, requests for Kits made through the 800-KIDS-025 number totaled 22,000 in the first 16 days -- that's more than twice as many that were made the entire duration of the last phase of the campaign.

Following, Roy Behr, CCFC's media contractor, provided an overview of findings from the latest research, which will help inform the direction of the next phase of CCFC's public education efforts. Following are some of the major findings:

- The phrase "school readiness" is not a phrase that most people understand
- When it comes to children's issues and education, people think about K-12
- People believe the early years are the purview of parents, not government
- People understand there is a connection between First 5 and K-12 performance
- If starting from scratch, people believe public school should begin at age 3
- People believe preschool should be available to all children
- One of the most effective ways of heightening the importance of "school readiness" may be to link it to K-12 performance
- People see a big difference between pre-school and child care
- The importance of focusing: people perceive the entire program as too ambitious to succeed

The media contractor will be conducting a survey as the next step in the development of a strategy for the next phase of public education.

### **Agenda Item 12 – Focus Area of Informal Child Care**

The State Commission gave further direction on recommendations on project goals, strategies and options for a project to provide supports to informal child-caregivers. The State Commission advised staff to continue to pursue the development of options in the following activities:

- Conduct focus groups with informal child-caregivers.
- Increase supply of the Kit for New Parents to make it available for informal caregivers.
- Develop and produce supplemental materials for an informal caregiver packet to include with the Kit for New Parents or give access through the 800 number and CBO programs and CDE/CDD Exempt Provider Training Project.
- Develop and release an RFF with incentive funds (with a local match) to County Commissions for demonstration sites or selected strategies.
- Program evaluation component for all funded strategies.

The State Commission also advised staff to further refine criteria for the demonstration sites and to consider the inclusion of a planning period to help define the demonstration sites. The State Commission affirmed the assumptions on priority service and target populations for the demonstration sites and the possibility of testing the School Readiness Component of the Master Plan for Education recommendation of 48 hours of pre-service training.

It is anticipated that the Commission will take action on informal child care at the Commission's September meeting.

### **Agenda Item 13 – Focus Area of Children with Disabilities and Other Special Needs**

The State Commission had its first discussion about the focus area in support of Children with Disabilities and Other Special Needs. This field has many rich resources in dedicated and knowledgeable service providers and family members and funding provided through the Individuals with Disabilities Education Act. However, there still are needs, in areas such as:

- Universal early screening. Identifying children's special needs and referring families for early intervention. (Master Plan for Education recommendation)
- Family education and support.
- Training of practitioners, especially child care providers to secure and sustain child care arrangements. (Master Plan for Education recommendation)
- Service coordination to ease children's transitions at age three and then at kindergarten and to assist families and providers to maneuver through the complex systems.
- Most importantly, bringing children with special needs into the forefront in program planning and design, implementation, and evaluation, i.e., developing comprehensive services with a diverse community in mind instead of assuming that children are "taken care of" by another system.

The State Commission discussed strategies that could address some of the needs listed above and achieve results for children, families and systems. The strategies included:

1. A statewide coordination entity to provide technical assistance, document and disseminate promising practices, work with counties and CCFC to implement systems improvements, and support a training infrastructure.
2. Demonstration sites to model effective supports for children with disabilities and other special needs and their families in the context of a broader approach: the School Readiness Initiative.
3. Public education, using various communication methods.

Discussion will continue during the September meeting. Tentatively, during the October meeting the Commission will act on a funding proposal for this focus area.



#### **Agenda Item 14 – Focus Area of Oral Health**

An Oral Health Discussion Paper was presented to the State Commission. The paper outlined a set of options and a recommended implementation plan that includes:

- Issuing a Request for Proposals (RFP) to procure the services of a Statewide Oral Health Coordinator to be responsible for the Statewide Training Program in coordination with County Commissions; Technical Assistance and Resource Services; Material Development; and Research and Evaluation.
- Implementing School Readiness Oral Health Demonstration Projects in conjunction with County Commissions to test innovative local approaches and with statewide entities to test insurance-based coverage models.
- Assisting, monitoring and reporting on the progress made towards expanding the scope of practice for dental auxiliaries and medical providers

There was considerable public comment offered in general support of the proposed plan. Over the course of the next two months, staff will continue to seek input as it finalizes the Oral Health Proposal. It is anticipated that the Oral Health Proposal will be presented as an action item at the September meeting of the State Commission.